



## State Of Utah Tourism Profile 2009

Statewide Indicator	2006	2007	2008	2009	% Change 2008-2009	AAPC 2006-2009
<b>DEMOGRAPHIC</b>						
Population	2,615,129	2,699,554	2,757,779	2,800,089	1.5%	2.3%
Total Non-Ag Employment	1,208,100	1,258,300	1,252,638	1,188,736	-5.1%	-0.5%
Non-Ag Avg Monthly Wage	\$2,883	\$3,043	3,121	3,171	1.6%	3.2%
Per Capita Income	\$29,329	\$31,433	30,291	n/a	n/a	n/a
Unemployment Rate	3.3%	2.7%	3.7%	6.7%	81.1%	26.6%
<b>SPENDING &amp; EMPLOYMENT</b>						
Spending by Travelers (Millions)	\$5,908	\$6,769	\$6,925	\$6,232	-10.0%	1.8%
Travel & Tourism Related Employment	112,572	112,486	114,742	110,508	-3.7%	-0.6%
Direct Tourism-Related Employment	61,347	65,882	62,613	60,303	-3.7%	-0.6%
Indirect Tourism-Related Employment	51,225	46,604	52,129	50,205	-3.7%	-0.7%
<b>TOURISM TAX REVENUES (millions)</b>						
State & Local Tax Revenues from Traveler Spending	\$593	\$609	\$695	\$625	-10.1%	1.8%
Transient Room Tax	\$24.4	\$32.6	\$34.1	\$28.4	-16.7%	5.2%
Restaurant Tax	\$28.9	\$31.9	\$33.4	\$32.0	-4.2%	3.5%
Car Rental Tax	\$15.2	\$16.4	\$16.0	\$14.3	-10.6%	-2.0%
Gross Taxable Retail Sales	\$44,747.0	\$46,769.2	\$47,360.5	\$44,409.3	-6.2%	-0.3%
<b>STATEWIDE VISITATION COUNTS</b>						
Visits by Non-Resident Travelers	19,300,000	20,200,000	20,300,000	19,400,000	-4.4%	0.2%
Visits by International Travelers	690,000	730,000	740,000	690,000	-6.8%	0.0%
Total Nat'l. Park Recreation Visits	5,165,498	5,445,591	5,670,851	6,002,104	5.8%	5.1%
Arches National Park	833,046	860,175	928,794	996,306	7.3%	6.1%
Bryce Canyon National Park	890,673	955,715	1,043,321	1,216,376	16.6%	10.9%
Canyonlands National Park	413,587	417,516	436,713	436,819	0.0%	1.8%
Capitol Reef National Park	513,702	554,911	604,810	617,207	2.0%	6.3%
Zion National Park	2,514,490	2,657,281	2,657,213	2,735,396	2.9%	2.8%
Total Nat'l. Mon. & Rec. Area Visits	2,972,076	2,958,698	3,103,288	3,873,800	24.8%	9.2%
Total State Park Visits	4,494,990	4,925,277	4,564,770	4,820,930	5.6%	2.4%
Salt Lake Int'l. Airport Passengers	21,557,646	22,045,233	20,790,400	20,451,178	-1.6%	-1.7%
Utah Skier Visits	4,062,188	4,082,094	4,258,900	3,972,984	-6.7%	-0.7%
Utah Welcome Center Visits	581,154	550,726	412,158	428,319	3.9%	-9.7%
Hotel/Motel Occupancy Rates	68.3%	68.4%	63.7%	57.0%	-10.5%	-5.9%